

innovation/creativity
co-operation



IPeuropAware Project

Exploitable tools to support SMEs

The Toolbox – structure and accessibility

Mrs. Delfina Autiero

Directorate General for Combating Counterfeiting Italian Patent and Trademark Office (DGLC – UIBM)



Ministry of Economic Development

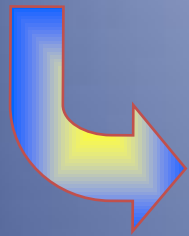
The Toolbox

(Index)

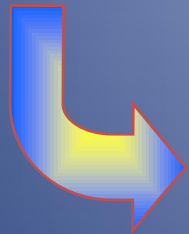
1. Definition of the toolbox;
2. Users;
3. Contents:
 - Tools;
 - Training materials;
4. End-users – Services & Tools;
5. Evaluation procedure;
6. Enter the Toolbox;
7. Get access



What's the IPeuropAware toolbox?



Collection of Intellectual Property tools;



Based upon existing available material that has already been successfully tested in the field of intellectual property;




Tools are used to deliver services to companies



What is the content of the toolbox?



The toolbox contains tools and training material on Intellectual Property issues, including enforcement;



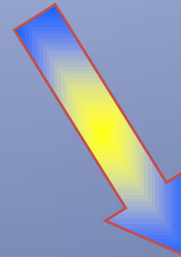
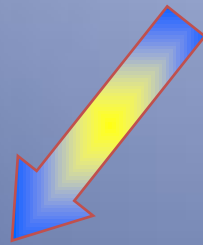
The tools are conceived to give some specific instructions and concrete instruments and clearly describe how to deliver the service, e.g. what is needed for setting up coordination among authorities or for setting up a website, a questionnaire used in an audit (on paper or in electronic form) or some specific training material or training courses;



Hands on steps are described on how to reach the final product - the service - and make that service active.

Who are the users of the toolbox?

The toolbox is dedicated to

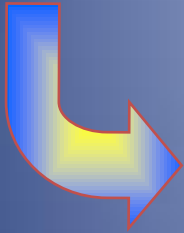


National Patent Offices
(NPO)

Intermediaries
(Chambers of Commerce, PatLIB,
Technological parks, etc.) with
activities in the field of
Intellectual Property



Services & Tools for whom?



The toolbox supports the provision of services according to the needs and the knowledge level of:

- end-users;
- small and medium sized innovative enterprises;
- SMEs.



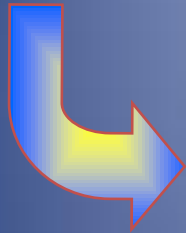
The NPO or the intermediary can select a tool from the toolbox and implement a new service in favour of users aiming at:

- improving knowledge and effective use of IP;
- managing or enforcing intellectual property rights.



		Is it a tool?			Does the tool meet the requested quality criteria?				
Tool Name	Nature of the tool	Type of tool	Kind of Tool (Metadata file)	Target SME	Date of creation	Success level from the customer side	Success indicators	Integration of the tool into the business process	
LIP	Electronic	Training	Tool Manual - Explaining document Tool Manual - electronic tool	Yes	31/12/2004	Fully running > 5y	-1 licence for translation signed with Estonia - Selected as best practice in the Austrian report "Benchmarking..." and in the EU report "Making IPR work for SMEs"	Guidelines for the application of the tool into the business process	
DIPS	Electronic	Training	Training Material - e learning program	Yes	october 2005	3y < Fully running < 5y	- Selected as best practice in the Austrian report "Benchmarking..." and in the EU report "Making IPR work for SMEs" - Several translation requests have been received (Italy, Turkey...) - The Polytechnica University of Cataluna has recognized the course and awards a post graduate diploma for the Spanish course version - To date, Spanish partner (Iale Tecnologia) has organized 6 sessions of the course	Guidelines for the application of the tool into the business process	
AIDA evaluation	Electronic	Questionnaire	Tool Manual - Paper tool	Yes	March 2008	New tool	- AIDA evaluation in SMEs taking place right now	Guidelines for the application of the tool into the business process	
Trademark search	Electronic	Service Method	Tool Manual - Explaining document	Yes	2000	Fully running > 5y	- 50 reports on trademarks since its creation - Selected as good practice in the report "Benchmarking..."	Guidelines for the application of the tool into the business process	
Copyright search	Electronic	Service Method	Tool Manual - Explaining document	Yes	2008	Fully running < 3y	-2 reports since its creation - Selected as good practice in the report "Benchmarking..."	Guidelines for the application of the tool into the business process	
Patent search (pre-filing search)	Electronic	Service Method	Tool Manual - Explaining document	Yes	1994	Fully running > 5y	-500 searches since its creation - Selected as good practice in the report "Benchmarking..."	Guidelines for the application of the tool into the business process	
Technology trends	Electronic	Service Method	Tool Manual - Explaining document	Yes	1997	Fully running > 5y	-225 reports since its creation - Selected as good practice in the report "Benchmarking..."	Guidelines for the application of the tool into the business process	
Competitors analysis	Electronic	Service Method	Tool Manual - Explaining document	Yes	1979	Fully running > 5y	-225 reports since its creation - Selected as good practice in the report "Benchmarking..."	Guidelines for the application of the tool into the business process	
IP-Review									
IPP	Electronic	Training	Brief introduction - Background info on Programme - Explaining document Programme Document (up to 31/12/2008 and upgrade document)	Yes	01/01/2007	Fully running > 5y	- Selected as best practice in the Austrian report "Benchmarking..." and in the EU report "Making IPR work for SMEs"	Guidelines for the application of the tool into the business process	

Evaluation procedure and success indicators



- Selected as best practice in....;
- Feed back and reports: monitoring and evaluation activity;
- Completeness (availability of guidelines for the application of the tool);
- Extension of the implementation and timing.

1/a) Tools positively evaluated and uploaded in the toolbox

Examples of tools evaluated

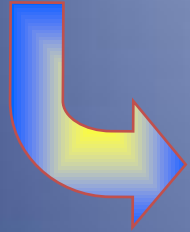
TOOLS	PARTNER
Management Workbook: Intellectual Property Issues in Business Operations	FINLAND
Intellectual Asset Questionnaire	SCOTLAND
LIP guide and evaluation tool	LUXEMBOURG
AIDA light-on line questionnaire	LUXEMBOURG
IP response	DENMARK
IP marketplace	DENMARK
Integrated consultancy service on IPR issues	ITALY
Schemes for IPRs financing initiatives: Examples from recent Italian programs - Innovative Tool	ITALY
Free of Charge Initial Consultation by external patent attorneys	GERMANY
Technological Watch Bulletins	SPAIN
Inventor's Guidebook	POLAND
IPR sectorial guides	UA-Spain
TT and R&D Model Agreements	PORTUGAL
Online integrated Trademark and Domain Name Search	PORTUGAL
Flyer-Protect your IPRs from counterfeiting	GREECE
Inventor's Handbook	EPO
IP score	EPO

1/b) Training materials positively evaluated and uploaded in the toolbox

Examples of training materials evaluated

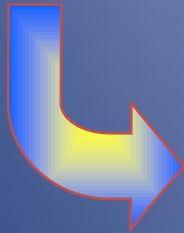
<i>TRAINING TOOLS</i>	<i>PARTNER</i>
AIDA interview	LUXEMBOURG
Raising IP Awareness	IP4INNO PROJECT
IPR Basics	IP4INNO PROJECT
Training kit	IP4INNO PROJECT
Enforcement	IP4INNO PROJECT
Commercialization	IP4INNO PROJECT
Building a Business	IP4INNO PROJECT
Licence for IP4inno	IP4INNO PROJECT
Intellectual property - The expert responses	ITALY
Q-Lime	ITALY
IP Finance - IP in regulated market case study Sisvel - Innovative training material	ITALY
IP Panorama	WIPO
E-learning modules	SPAIN

How to access the toolbox/1



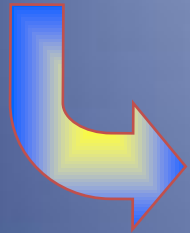
Go to www.innovaccess.eu/iptoolbox

You need to be registered to get access (login and password are mandatory for exploring the toolbox);

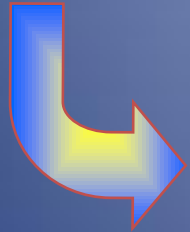


There is a link to register to the toolbox but the access is authorized by the NPOs

How to access the toolbox/2



Registration is provided by the Italian NPO (link in Innovaces)



WHO? Public institutions or no profits that are working in the field of innovation and IP can be registered;



Thank you for your attention

Ministry of Economic Development

Directorate General for Combating Counterfeiting - Italian Patent
and Trademark Office

Via Molise, 19

00187 ROMA

delfina.autiero@sviluppoeconomico.gov.it

